

EYEFUL

Glorifying the American Girl

APRIL

25c

③

1949

**BEDROOM
MANNERS**
Page 20

**HOW STRIPPERS
ARE HIRED**

Page 24



Running HOT WATER -in a Jiffy! from any COLD WATER FAUCET



For every kitchen sink



For each shower



A No. 1 beauty aid

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EYEFUL

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APRIL, 1949

VOL. 5, NUMBER 3

A COVER girl if we ever saw one! Lovely June Raymond, golden-busted model from the West Coast, is a photographer's dream. She is five-foot-seven inches tall, has a 34 inch bust, 24 inch waist, and 35 inch hips. Can you blame us for putting this cover girl on the cover?



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"I had a swell job, a car and plenty of good clothes —

The Only Thing Against Me Was My Face!"

"My broken-out face was making me the loneliest fellow in the world, until this skin doctor's formula gave me the clearer skin I wanted — in just one short week."

(FROM A LETTER WRITTEN BY A VIDERM USER NAME ON REQUEST)



IT DOESN'T PAY to put up with a broken-out face. Your very success in business, love and social life may depend upon your looks. Nobody likes to look at a face that is blemished by blackheads or pimples. **WOMEN ARE ATTRACTED TO MEN WHO HAVE SMOOTH, CLEAR, HEALTHY-LOOKING SKIN.** Business executives don't choose men whose complexions are against them. And it's just plain foolish to take chances with your happiness and success in life when the Viderm formula can do so much to give you the clearer, blemish-free face you want.

Good-looking Skin Is Not for Women Only

You—yes, you—can have the same handsome complexion, free from externally caused skin troubles, simply by giving your face the special care that screen stars give theirs. Because, remember—a good-looking, handsome appearance usually begins with the condition of your skin. There's almost nothing to it—it is just about as easy as washing your face. The whole secret consists of washing your face in a way that thoroughly purges the pores of every last speck of dirt and grime—something that ordinary cleansing seldom does. In fact, examination after examination shows that, usually, it is not a case of "bad skin" so much as faulty cleansing that leaves oily grime clogging up your pores. What you should use is a highly concentrated soap like Viderm Skin Cleanser. This penetrates the pores and acts as an antiseptic. Specks of irritating dirt and grime are quickly loosened. They dissolve and disap-

pear, leaving your skin entirely free of the dirt particles that otherwise remain as pimples, blackheads and other externally-caused skin troubles.

Squeezing pimples or blackheads to get rid of them is a nasty, messy business—but that isn't the worst of it. Doing so may also be injurious and leave your face with unsightly, embarrassing blemishes. There is now, a much easier, safer, cleaner way to help you rid your face of ugly, offensive, externally-caused skin troubles. You merely follow a doctor's simple directions.

Don't murder your skin! Here's all you have to do to get it smoother and clearer and to keep it that way. Use Viderm Skin Cleanser when you wash your face. Rub the rich lather of this highly-concentrated medicated soap on your face for just a few seconds and then rinse it off. Then apply a little Viderm Medicated Skin Cream and that's all there is to it. Viderm Medicated Skin Cream quickly disappears,

leaving your skin nice and smooth. This simple treatment used after shaving, helps heal tiny nicks and cuts, relieves razor-burn and smarting, besides conditioning your skin.

Give Your Face This Treat for 7 Days

Stop worrying and being embarrassed over what may happen

to your skin. Just send for your Viderm Double Treatment this minute, and be confident of a smoother and clearer complexion. Follow the simple directions, written by a doctor, that you will get with your Viderm Double Treatment. Then look in your mirror and listen to your friends admire your smoother, clearer skin—the kind that women go for.

Just mail your name and address to The New York Skin Laboratory, 205 Division Street, Dept. 14, New York City 1, N. Y. By return mail you will receive both of the Viderm formulas, complete with full directions, and mailed in a plain wrapper. On delivery, pay two dollars plus postage. If you wish, you can save the postage by mailing the two dollars with your letter. Then, if you aren't thrilled with results, your money will be cheerfully refunded. Remember that both of the formulas you use have been fully tested and proven and are reliable for you. If they don't help you, your treatments cost you nothing. After you have received your Viderm, if you have any questions to ask concerning abused skin, just send them in.



DON'T DO THIS!

Don't murder your skin by squeezing it. Skin is delicate. When you break it, you leave yourself open to infections. It's far easier, far safer, to let the Double Viderm Treatment help you enjoy a handsome, clearer, blemish-free complexion.



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IT PULLS ON
OVER THE
HEAD LIKE
A DIVER'S
HELMET

NOW WATCH ME HAVE
SOME FUN WITH THE
GANG TONIGHT AT
THE MASQUERADE

BOY! WOULD
I HAVE FUN
WITH THAT
IDHOT'S FACE

YOU'RE
FUNNIER
WITH YOUR
OWN

THE MYSTERY
HALF-WIT
SURE HAS THE
GIRLS ALL AGOG

WHO IS HE
AND WHERE
DID HE GET
THAT MASK?

SEND NO MONEY!

Just mail coupon below. ORDER MASKS BY NAME as listed in this ad. All masks priced at \$2.95, except Santa Claus (\$4.95). When package arrives pay postman the price plus C.O.D. postage (we pay postage if cash is sent with order). Sanitary laws prohibit return of worn masks. All masks guaranteed perfect.

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WHAT'S COMIN' OFF HERE?

A redhead and a hot
dancer take off and
really go to town!

Winnie Garrett starts
her act with a slow
smile, and a fast zig!



THE art of removing sticky clothes slowly and glamorously, to insinuating, heady music, gets a shot in the arm when beautiful red head Winnie Garrett throws caution — and garments — to the winds, and peels to the raucous, undisciplined accompaniment of really low down boogie woogie. Winnie holds audiences enthralled, dropping bits of lace and alluring smiles before lucky fans.



Strut on down, Baby! Belle,
has'ns down my walkin' cone
— my glasses are foggin' up!

**Meet Winnie
Garrett Queen of
the Peelers**

Hang on to your paper hats, fans!
Winnie and the brass section
are comin' down the main strip!



Winnie's the winner!
Oscar, reserve a ring-
side table for every
night!



Flaccid and curvaceous are the words for Greta Stark, striking young model and showgirl, whose smile and rounded curves combine to make her a girl to dream about.

**Two
Too
Lovely**



Chilly? It must be the weather—not the gal! Everything's warm about redheaded Doyle Lindsey! Going somewhere, honey? Mind if a few hundred guys trail along? Don't crowd there, Oscar!



Marshall Corry Kevin Doherty is trying to find out how much of a hairy is hairy with a shirt

Need any help? Hey, this dog's life is the most you want get to help the girl get around

Not so dumb, Rusty. Nobody could believe you for watching off those who come together

Oh for the life of a setter who's settin' pretty with a beaut!



Who said it's a DOG'S LIFE

FOR years the average rough life of the average dog has been the subject for all that is deserving of sympathy. You know that old line people are always saying, "It shouldn't happen to a dog!"

Well, it's a lot of under propaganda! That look is worse than the life. Why, we know a setter who's strong, gritty, and a delightful barker, but in fact he only gets it that he was down to his last breath, the dog!

Any dog would be glad to change places with the doggy doctor, who says around under the name of Rusty. It shouldn't happen to a dog — it should happen to you, or you — or us. This wily little setter shows an appointment with hell,

finally. Come Rusty. When do you think, all that? What's he got to worry about?

A surprising momentary shattered the doggy from a few drops, he was just how rough this dog's life really is. He found the house through a typical dog, and went it to show before coming. There's the audience, and it that's the dog house, put a collar on it, and we'll set up and keep!

Rusty, the lucky dog, is known Rusty's only dog, and a lot of hand he's getting. He's around all the time — even when she takes a bubble bath, and helps her with her clothes. Only a dog would find love with a routine like that!

We have an idea this must know he has a good deal. The way he is like a cat, but he knows as if he has some thing found in his box. But he might be lost through it. He thinks that's a rough life. Need any help, Rusty? It's our right to have!



Listen, you dog — pay more attention to the girl so let somebody take your place!



Oh, old! Can't go in there! Why you say, that's the girl's bedroom! Rusty, guard!

An apple a day ke



MIND OVER

The doc
has a gal in
a trance-some
hip? No, sis?
W o w !

ops the doctor away but a peach never will



2. "Now just a little shot in the arm to quiet her, and I'm master!"

BODY

EVER see a psychoanalyst do his stuff? Sometimes he uses hypnosis and can do wonders by putting a patient into a trance. But, brother, when he loses control — watch out!

Takes the case of Doc Beck, who always considered himself the last word in "look-me-in-the-eye-and-da-da-da-da" circles. Well, the circles are under his eyes now.

Doc was sitting in his office practicing his glittering gaze when the door opened and an angel with a devil in her eye wiggled in. It was Lois Gones, and as you can see she's



3. "No, no! No, no! I prescribe that you kiss me! Mmm! What a job!"



4. "Well! I'm willing!" (Please, doc, don't hurry her, the boys like the pass!)

★
★
★
**Take a doc—a
babe—shake
well—and see
what happens**



6. "This is the end! How can I hold my head up after such a blow! I'll see the mark after this!"

7. "Good, have I scared you, baby? (Me to tell you this, doc, but this baby just tripped, she hasn't fallen for you.)"

7. "Ooee www! And I thought she was helpless. Please — speaking is old-fashioned psychology!

Here's an impatient psychiatrist who lost all of his patients

8. Ah, Hoi! The tables are turned! It's no wonder, doc, she could put anybody in a trance!

enough to make any sawbones swallow his stethoscope.

The gal thought she needed psychoanalyzing, and the doc saw an opportunity to try a little hypnosis on her.

Well . . . what happened after that shouldn't happen to a doc! The medico attempted to hypnotize her and get her in his power, but luscious Lela refused to let him pull the wool over her eyes, and well . . . the pictures tell it better than words. All we can say is, there's a moral to this story: No science is as strong as the hypnosis of a beautiful babe.

Here's GAMERous Myrna Deen...her line

Gorgeous Godiva



Isn't she devastating? Myrna Deen, the atomic platform blonde, is not only luscious, but explosive too!

speak volumes!

The look that screams
That's not the cold dead
dog you're getting, boys!



Introducing Myrna Deen is more than
a Godiva come to life again, she is the
blend of wit and witless with her
generous curves, her full braced
bust, and her jaw-dropping
craze. Myrna of her long, blonde
man Flank, and the blonde's
has paid her the most tantalizing
thing on the stage.
Then this dynamic, voluptuous
atom writes into the spotlight and
gaze into her dance, every look line
of her superb body goes into action!



BEDROOM



Tired and sleepy, lovely Nita Neilson is restive because she hasn't changed her position.

DO you thrash around in bed, kicking the covers off and ending up in a position that looks as if somebody used you as a model for a pretzel? What are you worrying about? That's what you're supposed to do.

There's a mistaken idea going around that the guy or gal who sleeps in one position all night and never disturbs the covers must be having a perfect night. Wrong again. It's impossible to rest all the muscles and joints of the body while lying in one pose position. The pretension sleeper may be easier on the housekeeper, but he is not getting the relaxation that the crawling, plunging sleeper gets.

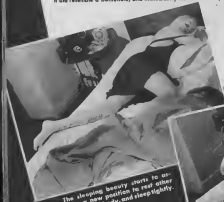
Many a person has looked at the bed in the morning — and it did resemble a battlefield, and immediately started to worry

— and actually feel deprived of health-giving shut-eye. And of course has envied the so-called lucky ones who get up in the morning leaving a bed so neat that it's difficult to tell that anybody has used it.

Research in sleep patterns has proven conclusively that the restless sleeper, the bedroom windmill, gets the real relaxation, while the quiet, decorous sleeper does not. And it also appears that in order to soothe and revive all parts of the body, that five basic bed positions are required, and that the normal sleeper will assume these positions without realizing it.

Nita Neilson, lovely blonde model, depicts for our readers the five scientifically established positions necessary for complete bed rest, as decided by exhaustive tests under every known sleeping condition. Men and women were observed in sleep, just as you are seeing Miss Neilson's pose in bed. Note that lovely Nita arranges herself for complete comfort rather than beauty. Each of these positions was carefully prearranged to fit the scientific pattern for restful sleep. So, girls and boys, study the pictures well. You may not look your very best like this, but you'll be doing some powerful sleeping. So flail your arms and churn with your legs. Thrash around the bed as much as you like — it's good for you!

Never mind about dignity or looks. After all, it's a goodly snooze you're after when you're tired, not beauty prizes!



The sleeping beauty starts to assume a new position to rest other parts of her body, and sleep tightly.


It's getting shut-eye that counts, not the looks. Nita is having a good stretch as she sleeps.



It's comfort, not graceful beauty, that counts.

MANNERS

★ ★
Crawling
squirming sleep-
ers get more
rest than quiet
ones
★ ★



Face down, with blonde hair fanned, Nita
sleeps and dreams in sprawling comfort.



Knees drawn up, one cov-
ers discarded, the girl is
deep in sweet dream.

When you snooze



ASSORTED *Sweets*

Now, here's our idea of a winning
candy-datel It's dark-eyed Dee Rob-
bins, five-feet-four of Latin leveliness.

Take your pick of these
bon bons boys -- top flavor-
ites in the honey parade



Marie Rohan is saucy enough for a Sunday — or Monday — or any other day, eh gals?



A double order of Barbara Vance, please! Boys, here's a treat that's mighty sweet!

How STRIPPERS are Hired



This Jessica Rogers kid,
she's got the goods what
am, believe me, boys!



I'm tryin' to get a drink
of water, see? An' the
chick is still undressin'.



WOTTA life! All day long a flock of dames traipses through my office, sheddin' clothes all over the joint. How's a guy to get any work done? Like yesterday . . . I was tryin' to finish a crossword puzzle an' in walks Jessica Rogers. Did I say, walks? Well . . . she wiggled in—and before you could say "naked truth", she's into a routine of bit by bit takin' off soft garments, hummin' a tune the while. Now I never could concentrate while somebody's hummin', even a chic chick like Jessica. And what's she want? A job takin' off her clothes to music. So . . . I hire her, but it's five P.M. before I finish that puzzle!



This gal is like to catch pneumonia goin' around like that. Funny, but I seem to feel very warm!



Elmer

Okay baby—sign on the dotted line—you're hired.



Gals pay dough
for clothes and
he pays 'em to
take 'em off



BLONDE BOMB

EVER meet a girl with "zing"? You know, you meet a lot of gals, and some are kinda cute blondes or brunettes, with pert noses or nice slim shafts, but they're soon forgotten when the next babe comes into sight.

Then all of a sudden — WHAM! The girl with almost too much of everything bursts into your life, and all the other babes look like pale imitations beside her! That's Trudy Wayne, gang. Easy, now! Don't crowd! So sit still and we'll tell you all about her.

Trudy Wayne, known as the "Queen of Zing," exploded on Broadway a couple of show seasons ago, and the black street shill has her smoke in its eyes. Up to now, however, little has been known about the off stage Trudy. Come a little closer, boys, and get the low down, but don't tell anybody — this is private!

This Wayne Charmer is like that babe who used to live next door to you — only with that zing we mentioned. Just as cute, and twice as dangerous.

She's friendly and easy to talk to, and would just as soon share a movie and a hamburger with a boy friend as arm-and-arm it with some big wheel to the expensive night spots. But . . . the movie's got to have a heavy love

It don't mean a thing, if you ain't got that sing! Trudy Wayne has it, and more, eh gang? Doesn't she pitch a mean curve?

She's
got some
Zing for the
boys



Shhh! She's Great! Quiet, man, and she'll stay quiet.



Zing! go our heartstrings
when the Zing Girl goes
into her routine to swing!

SHELL

at Home

interest, with plenty of clinches — close up, too. Trudy's the same about books. She likes 'em, but they've got to be loaded with love.

Though she's too busy with show business to be a home gal, Trudy can make with the pots and pans, and if she tripped into your kitchen she could rattle up a bowl of chili even hotter than her strip routines.

Trudy's only expensive habit is phonia — the urge to call people up at all hours of the day and night. Yeah, it may be expensive, but she can call us any time she wants to!

A late sleeper, Trudy favors short nightgowns, and even though she sleeps with the windows wide open, she can't stand covers. She wakes early and gets right up — and eats a tremendous mess of ham and eggs. She also sings in the bath tub.

She's a swell sport who enjoys a joke on herself, just like that gal you know — and besides, she's loaded with that thing called "Zing!"




Lucky moment And it
surely proves that Trudy's
is back out and swinging!



Oh, oh! That phone again. Say!
Won't it be great when they per-
fect that telephone television?





**Three gilt edge
lovelies who are
guaranteed to
bear interest**

Brunettes

Preferred



She's cute, Martha Lede -
like that slim waist, men?
It's 23 inches small!

Joan Anders rates a second and
third look. Why not? Did you ever
see such a tantalizing figure?

A jungle cat captures a mate in a thrilling dance! DANCE of the LEOPARD

Caught! The leopard
has struck, and seized
the female!

Till today of the female leopard by the male is the subject of the most toothy dance seen in show-biz in years. Betty Dougherty and Jeanette Weller, using the snaky, feline movements of the most savage of the jungle cats, recreate the passion and the fun of this superb animal. The dance starts with the male surprising and seizing the leopardess. She alternately tries to escape and turn, and claws her captor. The movements end in fire and smokes until the leopardess is subdued — and according to the male.

The female leopard will probably
try escape fighting, certainly
very graceful, extremely

The leopardess first tries to escape, but then turns on the male with murder in her eyes!

The leopardess weakens — or, is this the way all females, to allow the male to think he is the master?

Captured and defeated, the leopardess collapses. Or may be she wanted it that way!

BUBBLE GUM Baby

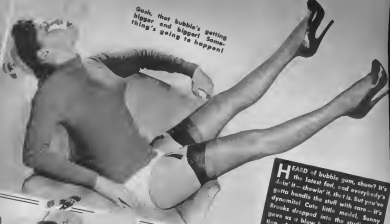
Such a brave girl! Trying to scare
the boys, Sunny? Kindsa hard to pay
attention to the bubble, eh boys?



Well, pop my gum, Bette, if it
ain't Sunny Brooks, the gal
we're stuck on, all stuck up.

Oh, lucky bubble! But, careful, Sunny,
honey — you look cute but you're
blowing up trouble with that bubble!

Gosh, that bubble's getting bigger and bigger! Something's going to happen!



HEAR'D of bubble gum, chum? It's the latest fad, and everybody's doin' it - chewin' it, that is. But you've gotta handle the stuff with care - it's dynamite! Cute little model, Sunny Brooks dropped into the studio and gave us a blow by blow demonstration of how to handle the gummy stuff. Take a look, and learn, boys, and, Sunny rates a look test!

Hey! Run for the hills! This bubble baby's gonna bust!



Whew! There it goes! We coulda told you that would happen!

You might as well
surrender to these
sultry sirens, boys,
they're irresistible

Left: Furs accentuate
the tall, slender torso.
By: Diana Lewis

Scouty the hygienic design of laces
has been. We don't blame you if you
fall in willing victim to this deeply
sexy's bewitching figure.

CALL of the WILES



FILM FAULTS

Here's a chance
to check your EYE-Q

B OYE, do you like to play with girls? Here's a cute picture that's all the rage—and it's good clean fun, too. The rule no sleaze there's something wrong with such pictures. Can you discover the picture error? The answers are on the next page. *Remember—no cheating!* Okay, good luck and good looks!



2



Keep your mind on your work, honey. That goes for you men, guys—just look for the mistakes.

There's nothing wrong with take downs, boys, but there is a picture fault. Find it!



All right Oscar, take another look at the new maid, but don't forget there's a picture error!



No, André the lion, cut the girl loose! She's over and out! The babe over here!



Manuel didn't he order a boy? But look to work, there's the film fault!

★ ★ ★ ★ ★ ★ ★ ★

Now You Know

1. Did it matter? You did not know!
2. Oscar has now taken down
3. Middle part of table leg is missing.
4. Telephone wire is cut.
5. You can't see the girl's face!

★ ★ ★ ★ ★ ★ ★ ★

WHO DUNNIT



Marge Pemberton gets comfy to read the latest Whodunnit.

Jumpscat! Marge was so frightened by the villain she bounced right off the sofa! Went somebody to hold your hand, baby?



ARE you a Whodunnit fan? Some doctors maintain that the chills and hair-raising shivers induced by reading mystery stories can be very dangerous. Better be careful! Look what one of these spine-tingling stories did to lovely model, Marge Pemberton, who agreed to tackle a real chiller at midnight, to see what would happen—and look what happened! Take our advice kiddies, and the next time you feel in a mystery mood, just go to the movies and hold hands—it's safer and more fun.



"Brrrrrr! It's creepy in here! I'd better take a look around!"

T?

Take a cute chick—
give her a thriller
to read—and any-
thing can happen!

"What's that? Who's there? Is
there a car in the house? I'll
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It was all a bad dream
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the next boat, Pierre?





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Dear Editor,
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you on the collection of
beauty that graces your
pages—and at the same
time register a com-
plaint!

All of your lovely
girls would be more beau-
tiful if they had gorgeous
long tresses.

It becomes more dif-
ficult daily to find a woman with long hair, and
more and more girls are getting shorn. It is dis-
graceful! I depend on you to keep me supplied
with pictures of damsels with long tresses.

J. W. C., Los Angeles, Calif.

Dear Editor,

I thought hazing in college had been aban-
doned? Isn't it forbidden? It should be, and
believe me I speak from painful experience!

I was delighted when I was pledged by a good
sorority, but delight changed to horror when at
my initiation I found myself across the knees
of an upper class girl who swung a stinging paddle
forty times across my back spot! I'm furious
—and suffering! Isn't this practice forbidden?

Bernard McN., Chicago, Ill.

Ed. Some colleges still permit paddle hazing.

Dear Editor,

I don't want to sound com-
plaining, because I think
your magazine is swell, but
isn't it possible to have
more pictures of girls with
both gloves and high laced
boots? That is my ideal and I
maintain it is the ultimate
in female adornment. The
gloves should be long, and the boots should be
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like that!

L. W., Houston, Tex.



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*POCKET FLASHLIGHT

Monogram Initialed

*PLASTIC KEY HOLDER

All for only
\$1.98

It "Zips" All the Way Around



De Luxe
Quality

Clear-
View
Selfhold
Windows
MASTERPIECE of
BILFOLD Design
and Workmanship

Pencil-Type
METAL POCKET
FLASHLIGHT
complete with
2 BURGESS
BATTERIES

This is
ACTUAL
SIZE

BALL
POINT
PEN

Newest
Features
Precision-tip

Monogram
Initialed
KEY HOLDER
Pliable Plastic

Flashlight has red
plastic reflector for
use as a warning signal

We GUARANTEE that you can't duplicate this sensational value for less money anywhere in America today!

Here without a doubt is the greatest merchandise bargain you'll be likely to see for years to come. Only our tremendous purchasing power and large volume "direct-to-you" method of distribution makes such a value possible. Shop around and see for yourself. Where else today can you get: (1) A beautiful Zipper Bifold with Buckle Fast Case and Change Pouch. (2) A new type precision made Ball Point Pen. (3) A handy Pencil-Type Key Holder monogrammed with your choice initial. (4) A Pencil-Type Pocket Flashlight complete with batteries. . . . 4 big Values in ALL for ONE LOW PRICE of \$1.98. You might seriously attempt to pay that price for a bifold or a flashlight, either or both, if bought separately at today's prices.

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Guarantee: Rush me the 4 big Values as above \$1.98 for only \$1.98 plus the tax and see your savings. I agree to return the 4 items only with a 14-day money-back guarantee. Please note that Key Holder also included that I have made a real saving as I can retain my purchase within 14 days for full refund.

Give the one INITIAL wanted on Key Holder

NAME

ADDRESS

CITY

ZONE

STATE

☐ I am enclosing payment in advance by check, money order or cash.

☐ Please bill me, enclosing bill as indicated, at earliest opportunity.

DANGEROUS TO BE TOO FAT

(An extract from *Overweight and Underweight*, a booklet published by the Metropolitan Life Insurance Company.) "Certain diseases long have been associated with overweight. So definite has been this association that life insurance companies have been reluctant to place standard insurance on people with more than moderate overweight and where it is excessive insurance has been refused altogether. This plan shows that insurance companies consider overweight a very serious disability in addition to being a menace to health; overweight is a burden to carry about; it contributes to fatigue and bodily discomfort."

WHAT YOU SHOULD WEIGH

HEIGHT	WEIGHT
4' 0" 4 in.	112
4' 0" 6 in.	114
4' 0" 8 in.	116
4' 0" 10 in.	118
4' 0" 12 in.	120
4' 1" 0 in.	122
4' 1" 2 in.	124
4' 1" 4 in.	126
4' 1" 6 in.	128
4' 1" 8 in.	130
4' 2" 0 in.	132
4' 2" 2 in.	134
4' 2" 4 in.	136
4' 2" 6 in.	138
4' 2" 8 in.	140
4' 2" 10 in.	142
4' 2" 12 in.	144
4' 3" 0 in.	146
4' 3" 2 in.	148
4' 3" 4 in.	150
4' 3" 6 in.	152
4' 3" 8 in.	154
4' 3" 10 in.	156
4' 3" 12 in.	158

Adults only as ordinarily dressed.

MEN! DON'T STAY FAT

You CAN LOSE

UP TO 7 POUNDS

IN ONE WEEK

SAFELY!

WITHOUT RISKING HEALTH



LOSE UGLY FAT NOW... Notice the difference in POUNDS and INCHES the very first week, whether Overweight 10 or 100 Pounds... even if burdened with fat for many years (limes excepted). The Protein Plan controls weight... NOT A TEMPORARY LOSS... once down to normal, it helps retain your new "athlete's waistline" as long as you like. Protein is not a Drug, Laxative or Thyroid... absolutely Harmless... Is good For you.

OXIDIZES EXCESS FAT

Thousands of Overweight people report sensational results, some losing 30 Pounds in 40 Days, others achieve about "How Well They Feel" while Reducing. To achieve same results... Just Take Protein as directed, Once or Twice a day, according to how fast you wish to Lose Weight. Protein is a FOOD, Scientifically Formulated, Laboratory Tested and Approved, Fortified with energizing PROTEINS, AMINO ACIDS, MINERALS and VITAMINS. The Protein Plan reacts quickly... Chemically Cuts Down Fat Producing Calories. USES UP ACCUMULATED EXCESS FAT. Lose Ugly Fat Economically, Simply, Pleasantly, without risking your health. Look and feel better, as bulges disappear within the first week.

READ NOW OTHERS' LOST UNWANTED FAT

A SENSATION! READ... with a million big girls and have been victorious in it too.
 Mrs. E. W. Smith, New York, N.Y.

LOSE 15 LBS. AND FEEL GREAT... I can't eat a bit of anything... I feel great looking like a girl of 20 years.
 Mrs. E. W. Smith, New York, N.Y.

LOSE 15 LBS. IN 10 DAYS... I feel like a girl of 20 years.
 Mrs. E. W. Smith, New York, N.Y.

LOSE 15 LBS. IN 10 DAYS... I feel like a girl of 20 years.
 Mrs. E. W. Smith, New York, N.Y.

Ladies Reduce FAT



The Protein Plan was designed for normally healthy Ladies to wear as Men. NOW... Lose Ugly Fat and control that NATUALLY FIGURE

HEAVY ABDOMEN

HEAVY WEIGHT IN LOWER PART OF BODY

UNATTRACTIVE, FLESHY APPEARANCE

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ORDER TODAY... You get NO MONEY, not even postage. You must Lose Pounds and Inches within Ten Days or your money will be refunded immediately, including postage. Your decision is final. Don't tell anyone today... NOW, On Delivery, simply pay postman \$2.00... simple Losing Fat the first few days. Enjoy New Shapely... Many confide in your appearance.

PROTEIN IS GOOD FOR YOU

Protein is good for you because it contains all the essential AMINO ACIDS (a comparatively new scientific discovery), PROTEINS (the Body Fuel), and Fat, and Energy, VITAMINS and MINERALS. Protein is able to oxidize, neutralize, REDUCING FOOD SUPPLEMENT for a low calory regimen.

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